



Sugary Drinks Distributor Tax Policy/Systems Change Contracts Update Health Commission

October 4, 2022

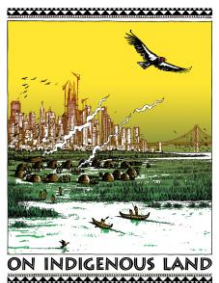
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POPULATION HEALTH DIVISION
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH





Overview

Sugary Drinks Distributor Tax (SDDT) or “soda tax” passed 2016, implemented in 2018.

Tax imposes a one-cent per fluid ounce tax on distribution of sugar-sweetened beverages, syrups, and powders.

16-member Advisory Committee established through legislation:

- makes annual budget recommendations to Mayor and Board of Supervisors for revenue allocation
- reports on the public health and sales impact of the tax.

Sugary Drinks Distributor Tax Advisory Committee Funding Principles

Focus on these priority populations:

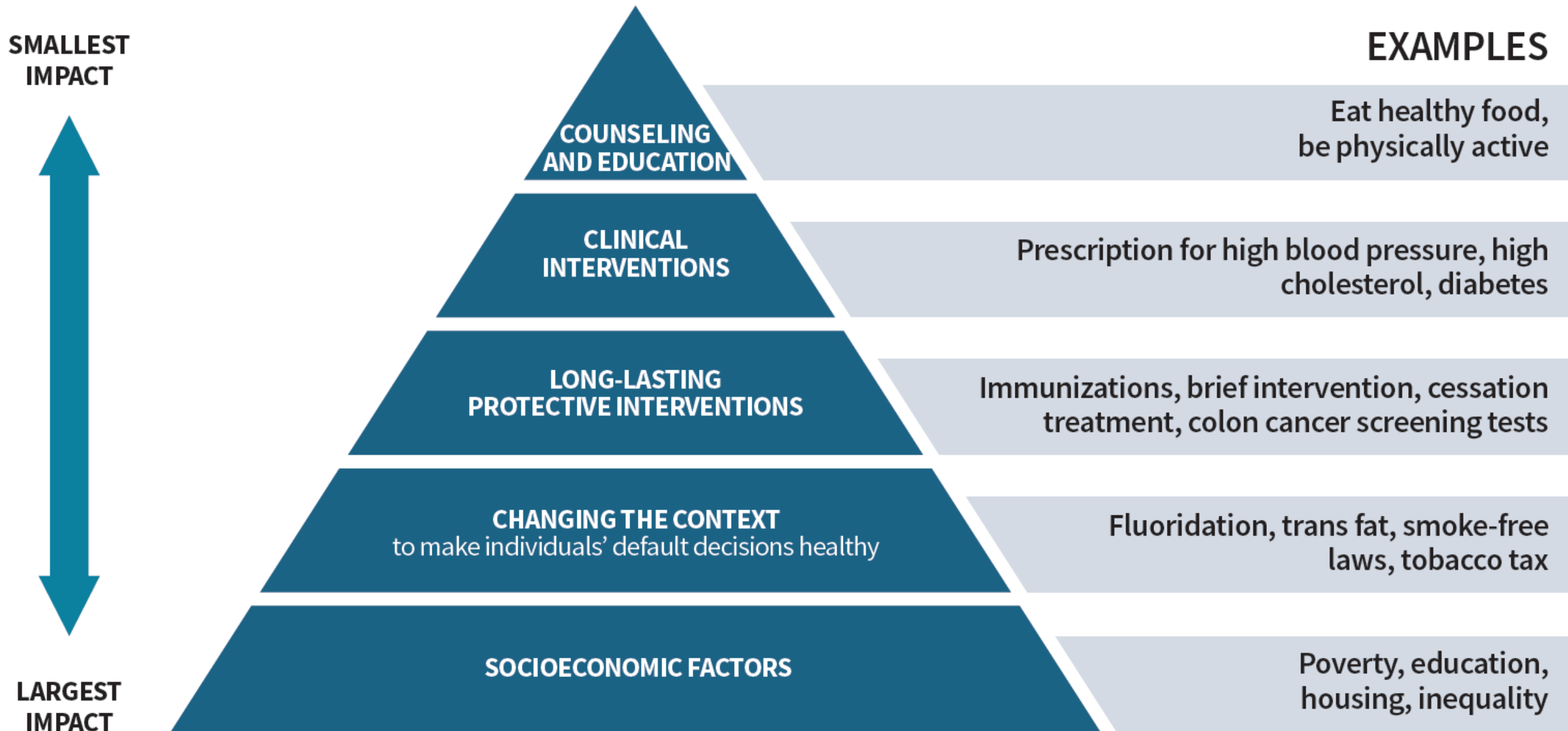
- Low income San Franciscans, and/or
- Populations shown to be consuming sugary drinks at a high rate, and/or
- Populations disproportionately affected by diet sensitive chronic diseases (such as diabetes, obesity, heart disease, and/or tooth decay)

Support aims of the tax by **reducing sugary drink consumption and supporting public health through a reduction of diet-sensitive related diseases:**

- Decreasing consumption of sugary drinks
- Increasing water consumption
- Oral health
- Healthy food access
- Physical activity
- Other (e.g. research/CBPR, new innovations, etc.)

Support implementation of the SDDT and the work of the SDDTAC

CDC HEALTH IMPACT PYRAMID: FACTORS THAT AFFECT HEALTH



The Health Impact Pyramid adapted from Frieden T.R.⁵

https://www.researchgate.net/figure/The-health-impact-pyramid-Adapted-from-Frieden-7_fig3_269772875

What is a Policy or Systems Change?

Policy Change: development and enforcement of a written statement which helps an organization change its course of action that will address health, health equity or social determinants of health. **Systems Change:** a change in how an organization conducts business that will address health, health equity and social determinants of health that impact health outcomes. **For example:**

- ☐ [Policies](#) that decrease sugary drink marketing to children
- ☐ [Policies](#) that impact how beverages are sold and offered by retailers.
- ☐ Increase publicly accessible water stations and water access
- ☐ Create linkages to bike sharing systems and other active transit options
- ☐ Develop/implement policy to prioritize low-income family registration for summer camp/other PA programming.
- ☐ Changes to the built environment that facilitates increased physical activity and walking and biking
- ☐ Provide workshops/trainings and technical assistance to small business specifically those that employ women of child bearing ages to implement a lactation accommodation program

Overview of SDDT Policy/Systems contracts

- Year 1 – began April 2020
 - Allowed to spend 75% on COVID-related response
 - 25% on policy/systems change, including workplan development and planning
- Year 2
 - Service delivery
 - Community engagement, data collection/analysis
- Year 3
 - Service Delivery
 - Community engagement, data collection/analysis; policy/systems change planning
- Year 4
 - Service Delivery
 - Policy/systems change planning and implementation



Sugary Drinks Distributor Tax (Soda Tax) Policy/Systems Contracts

Policies or changes to systems that reach a broader population than programs/services and can be sustained with less funding; funding may be needed to ensure compliance

3 year contracts (2020-2023)

- Expect to extend at least one year through FY2024
- Funded to provide direct service AND policy/systems change/strategies

5 funded organizations

- 18 Reasons
- Southeast Asian Development Center
- Marin City Health and Wellness Center, Bayview Clinic
- Central American Resource Center
- Tenderloin Neighborhood Development Corp



Nourishing Pregnancy

18 Reasons

- **Program funding 2020-2023: \$1,103,585**
 - **Nourishing Pregnancy increases food security, health and well-being** among Black and Latinx birthers through culturally appropriate birther-centered approach. For 4 months, low-income Black & Latinx pregnant participants receive weekly home-delivered groceries and weekly online cooking, nutrition, and pregnancy/postpartum education classes.
 - **Cooking Matters** teaches free cooking and nutrition classes
- **Outcomes through June 2022**
 - Served: 66 birthers to date; Graduates report increased food security and cooking confidence
 - Reached 1000+ low income families; 68% of Cooking Matters graduates report drinking fewer sugary drinks as a result of the program.
- **Next Steps**
 - Integrate “Food as Medicine” services like Nourishing Pregnancy into prenatal and postpartum medical care.
 - **Systems change strategy: Advocate for pregnant patients to be a priority audience for CalAIM Medically Supported Nutrition**

Southeast Asian Development Center

- **Southeast Asian Health Ambassadors Program funding 2020-2023: \$630,442**
 - Supports youth-led initiatives to promote nutrition and wellness, as well as influencing social determinants of health through youth-led systems change initiatives.
- **Outcomes through June 2022**
 - Trained 18 Health Ambassadors in first two FY
 - Surveyed 100+ community members about nutrition labels
 - Identified need/desire by residents to learn more about nutrition labelling.
 - Distributed free wellness kits to 50+ Tenderloin San Francisco residents
- **Next Steps**
 - Train cohort; collect and analyze data
 - **Systems change strategy: FY2022-23 Health Ambassadors work with local CBOs to adopt "no sugary drinks served here" policy.**

Marin City Health and Wellness Clinic-Bayview Clinic

- **Patient Centered Medical Homes Funding 2020-2023: \$1,095,546**
 - The goal of *Transforming Care: Volume to Value* is to improve health care coordination and mitigate the impact of chronic diseases for San Francisco residents, with an emphasis on those disproportionately impacted by the consumption of sugary drinks and achieve accreditation on PCMH.
- **Outcomes**
 - Integrated dental care into medical activities as diabetes can affect dental hygiene, increased dental care for patients.
 - Serving 30 patients in case management.
- **Next Steps for FY 2022-23**
 - 20 new priority patients are enrolled in case management services adding to the previous 30 patients.
 - The Bayview Clinic improves health outcomes for patients with hypertension and diabetes by 15% of baseline data.

Central American Resource Center

- Program Funding 2020-2023: \$1,000,000
 - Work with Promotoras to connect Spanish-speaking community with resources to promote health, share resources, and gather community input to develop policies that promote healthy eating and active living to support SF's Spanish speaking community.
- Outcomes
 - 60 person caseload for telehealth case management COVID
 - 200+ surveys, held 3 focus groups, and conducted 15 interviews with health equity leaders
- Next Steps
 - Continue Telehealth Case Mgmt; Analyze data.
 - Systems change strategy: Town hall, stakeholder presentations to develop policy.

Tenderloin Neighborhood Development Corp

- **TNDC Healthy Retail and Kain'Na Programs: 2020-23: \$1,131,372**
 - Reshaping San Francisco's food retail landscape and understanding barriers to food access in the Tenderloin
- **Outcomes**
 - Healthy Retail: Completed 250 surveys about barriers to food access in the Tenderloin. Held focus groups in English, Cantonese, and Arabic on barriers to food access in the Tenderloin with 65 participants.
 - Kain'Na Opened Free Food Market in Mission Bay with 180 households enrolled
- **Next Steps**
 - Focus groups in Spanish, Tagalog re: food access barriers
 - Community forum to review focus group results
 - Identify resident leaders to lead policy agenda
 - **Systems change strategy: Policy agenda creation**
 - **Systems change strategy: Focus groups with corner store owners about policy agenda**



Soda Tax Impact

DPH analysis of sales data indicates an **7% decrease** in sugary drink sales since 2018

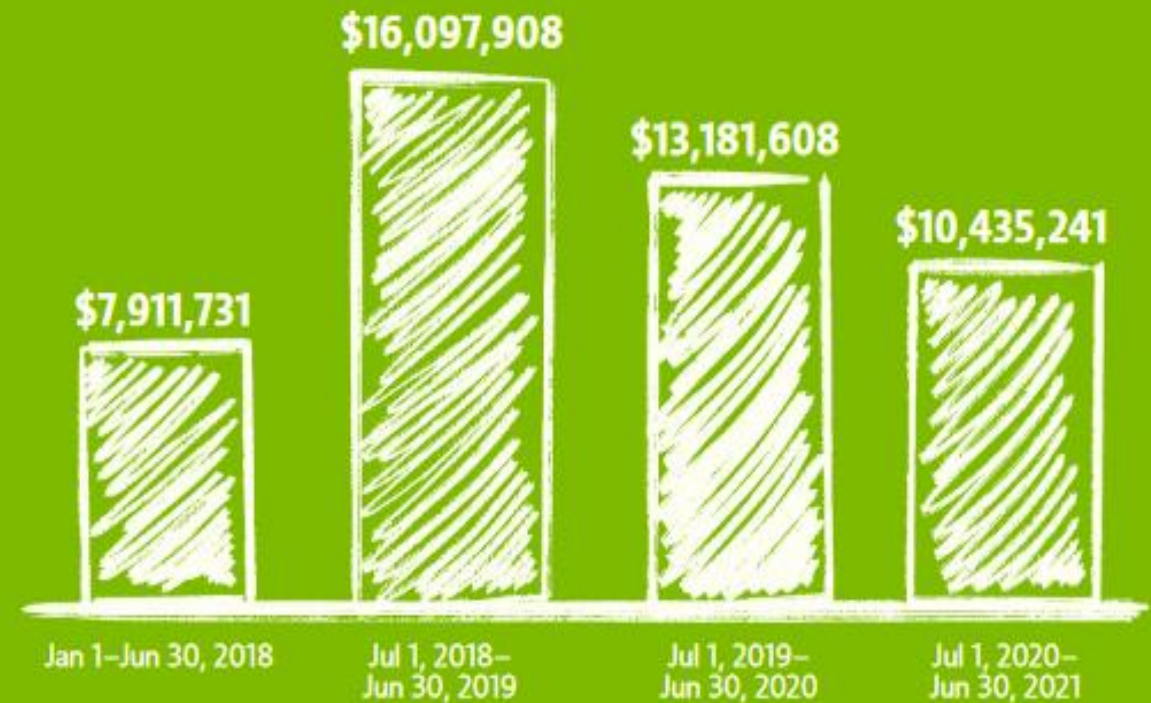
San Franciscans,' purchasing and consumption of sugary drinks has **decreased by more than 20% compared to Richmond** according to a study by UCSF, UCB and Stanford*.

*This research was conducted by Justin White and Dean Schillinger at the University of California, San Francisco, Sofia Villas-Boas and Kristine Madsen at the University of California, Berkeley, Scott Kaplan at the U.S. Naval Academy, and Sanjay Basu at Waymark Health. These findings have been submitted to a journal for publication and were in the peer-review process when this evaluation report was finalized in February 2022.

↓20% Following SDDT Implementation, the volume of sugar-sweetened beverages purchased in San Francisco declined by more than 20% compared to Richmond, California.

↓50% Purchases of sugar-sweetened beverages at supermarkets in San Francisco decreased by more than 50%!

Total Sugary Drinks Distributor Tax Collected Per Fiscal Year



SDDT Funded Programs Demonstrate Success

Improve behavioral outcomes	
Decrease in sugary drink consumption	✓
Increase in fruit/vegetable consumption	✓
Increase in physical activity	✓
Increase in breastfeeding	✓
Increase in tap water consumption	
Improve economic conditions for individual workers/ families and local businesses	
Increase in food security	✓
Increase in economic opportunity and stability	✓

Conclusion

San Franciscans' purchasing, and consumption of sugary drinks has decreased significantly since 2018.

Programs supported with SDDT funding have begun to demonstrate success.

SDDT Funding reaching the most impacted communities

PSE grants take time to show results; funded agencies are a critical part of outcomes because they deeply engage with community to develop long term systems changes.